Current experience journey

The purpose of this visual outline is to outline a customer journey of families using Picnic. Pain points and delights for every stage in the journey are then filled in by simple interviews with users.

### Family members

- **Primary user**
  - Younger kids
  - Older kids
- **Secondary user**
  - Younger than 12 years old
  - Older than 12 years old

### Preparing

- **Families**
  - Using Picnic's unique weekly list
  - Using the Picnic app on their personal phone

### Ordering

- **The perfect moment to order**
  - Parents may have different ideas on what to eat
  - Planning is still very difficult

### Receiving

- **The package arrives on their doorstep**
  - The friendly face at the doorstep appreciates the friendly face(s) and the way they lift the groceries
  - Receiving the groceries
  - Planning on what to eat is more difficult

### After care

- **The Family Face at the doorstep**
  - No receipt, no problem! Family heads shop!
  - The friendly face in your personal phone...